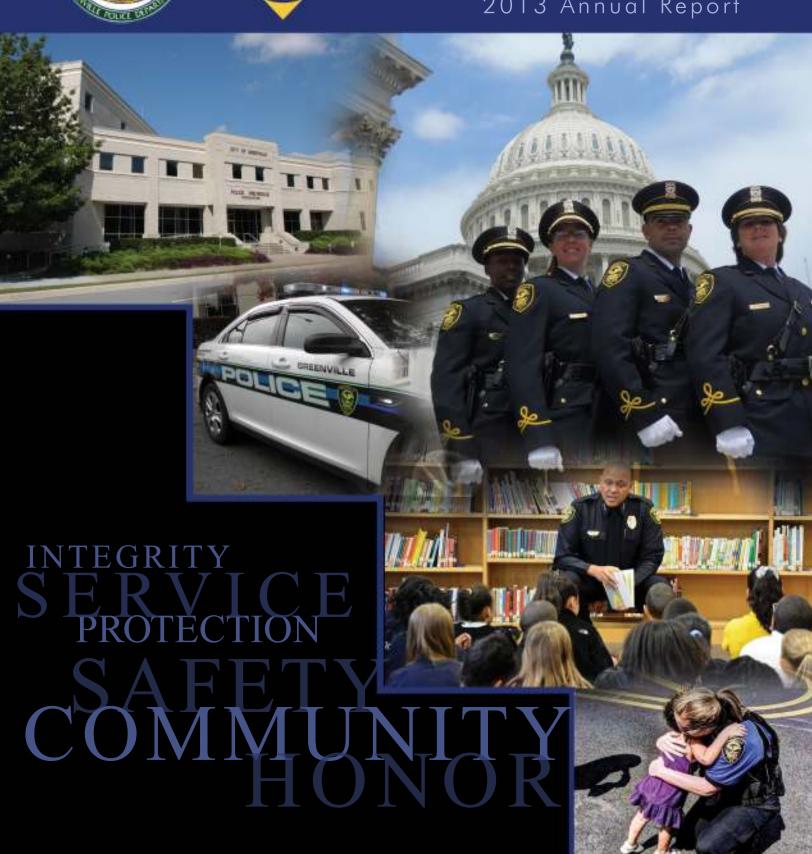
North Carolina





In Remembrance



J. L. Nobles

End of Watch: Tuesday, October 5, 1926

Officer Joseph L. Nobles, age 41, was killed in a motorcycle accident while responding to a traffic accident. He had served with the Greenville Police Department for five years.



Jesse Mills

End of Watch: Saturday, August 16, 1952

Officer Jesse Edward Mills, age 50, was shot and killed when he surprised two burglars inside a laundry and dry cleaning business. Two United States Marines, ages 19 and 20, were arrested and charged with his murder ten days later.



Jason Campbell

End of Watch: Saturday, April 14, 2007

Officer Jason Campbell, age 35, was killed in a two vehicle accident that occurred on North Greene Street. He and another officer were responding to a call regarding suspicious activity when their police vehicle collided with a pick-up truck. Officer Campbell had served the Greenville Police Department for five years after serving on the Pitt County Sheriff's Department for five years.

Hassan Aden Chief of Police

Ted Sauls, Jr Deputy Chief

SERVE & PROTECT Mission Statement

The Greenville Police Department exists to enhance public safety and quality of life, in partnership with all people in our community, by preventing crime with honor and dignity.

Departmental Goals

Leadership and Ethics

We will develop ethical leaders at all levels of the agency by providing an infrastructure that values honesty, integrity and ethical decision-making in our daily work. This is essential in order to provide high quality police service and truly become a community-oriented police agency. Through these actions, we will promote and encourage decision making, initiative, creative problem solving and enhanced trust throughout the department and within our community.

Optimizing Organizational Structure

We will regularly review our organizational structure to ensure the most effective distribution of resources.

Crime Reduction

Our crime reduction strategies will be based on proactive and forward thinking, evidence-based approaches. Data-driven priorities, as well as community-oriented response plans will be established to reduce crime and increase the quality of life in the City of Greenville.

Traffic Safety

We will improve the safety of our streets, highways, and sidewalks by addressing vehicular crashes and motor vehicle law violations through education, awareness and enforcement. These efforts will be concentrated in high crash locations as indicated by data. In cooperation with traffic engineers, we will examine unsafe intersections and roadways in order to improve safety through design.

Community Engagement

The Greenville Police Department is dedicated to enhancing relationships with community-based organizations and the citizens. We will maintain meaningful relationships within all our communities and continue to keep our community-oriented programs and crime prevention efforts open and accessible to all our citizens.

Technology/Equipment Needs

Information Technology (IT) systems play an integral part in our ability to address crime activity. It is therefore important that the Greenville Police Department maintain the most current IT platform possible. The Greenville Police Department will keep pace with technological advances and will seek new IT solutions on a regular basis in order to provide the highest level of service.





Population Served	86,142
Jurisdiction Area (Square Miles)	35
Authorized Sworn Officers	184
Authorized Civilian Personnel	53
Budget	\$22,555,893
Calls for Service	92,338
Total Traffic Accidents	5,203
Total Arrests	5,609
Total Part I Property Crimes	3,862
Total Part I Violent Crimes	554
Total Part I Crimes	4,416



MESSAGE from the Chief

Greenville Police Department

500 S. Greene St Greenville, NC 27834



Hassan Aden Chief of Police



The Greenville Police Department has seen many changes in 2013. These changes are outlined in our Strategic Plan which was developed with all of our stakeholders and members of our community. The Strategic Plan is available online at www.greenvillenc.gov. The manner with which we developed our Strategic Plain has drawn much attention and has resulted in being featured in national magazines and United States Department of Justice Podcasts and publications as a new model of community policing. We are very proud of this fact and hope that it highlights our transparency and our willingness to acknowledge the areas we need to improve on and create a stronger partner-ship with our community that will forever change the way that police interactions are perceived.

Our Annual Report reflects upon the many successes the GPD has had in 2013, emphasizing the hard work of the men and women and the various units and divisions of the GPD. Although not all encompassing, this report offers a glimpse of the high level of commitment to community policing and professional police service provided to all people that encounter our officers or otherwise need our services.

Embracing our values of integrity, fairness, honesty, excellence, transparency and compassion, we strive to fulfill our mission to our citizens, visitors and business owners. Performing to the best of our abilities, each individual in our organization is fully prepared to rise to the occasion and effectively overcome our future challenges.

Respectfully,

Hassan Aden Chief of Police





Maintaining Excellence

A C.A.L.E.A. Accredited Agency

As a pro-active, nationally accredited agency, the Greenville Police Department continuously seeks to improve its current policies and procedures in order to operate in the most efficient and service-oriented manner. Another ongoing process for the Office of Accreditation is the incorporation of newly required standards that are mandated by the Commission on Accreditation for Law Enforcement Agencies (CALEA).



Employees of the Greenville Police Department work diligently to ensure that all operations, functions, and facets of the agency are in compliance every year with *mandatory* and *non-mandatory* standards. 302 *mandatory* standards required by CALEA are applicable to the Greenville Police Department. Over the last several years the Office of Accreditation made it a goal to bring the Department into compliance with as many *non-mandatory* standards as possible. The end result was compliance with 74 out of the 75 *non-mandatory* CALEA standards.

Although the Department's next CALEA Reaccreditation Onsite Assessment is not until August 2015, already preparations are underway to ensure the Department is fully prepared to meet all necessary requirements and undergo an intensive review of independent assessors.

Accreditation has been and will continue to be the driving force behind the Department's rules, regulations, standards, and the establishment of future goals and objectives.



A Role Model for Women

Kolenya Edwards: A Role Model for Women in Law Enforcement

By Claire Smith, Women Advance

In a field dominated by men, North Carolina police officer Kolenya Edwards has made a name for herself. The North Carolina Law Enforcement Women's Association recently dubbed Edwards "Woman of the Year"—an important award considering that women represent only 13 percent of law enforcement officers across the country, according to the

National Center for Women and Policing.

Edwards, who handles recruiting for the Greenville Police Department, would like to see that percentage go up. She believes that North Carolinians do not get the best service law enforcement has to offer when women lack equal representation on the force.

"Women are strong, and they can do this job if they just open their eyes a little more."

Women in Law Enforcement

"I think women have something to contribute to law enforcement; a lot of times we are able to communicate better and work with people better," she says. "In order for a police department to function properly, it needs diversity. It needs a little bit of everything because we deal with all types of people."

Edwards didn't grow up dreaming of cop cars and justice. As an undergraduate at East Carolina University, she had planned on studying computer science-until she took an elective course on criminal justice and discovered her sleeping passion. Just six months after graduation, Edwards got hired by the Greenville Police Department. Edwards patrolled the streets for three years. She next began working for the special victims unit as a detective, protecting domestic violence and sexual assault victims- particularly women and children.

"You get all of those special crimes that a lot of people kind of shy away from," she says. "It's really rewarding to solve a case and give the victims justification and satisfaction that they did all that they can do, and the person that hurt them can no longer hurt them." Edwards feels confident that women have a place in law enforcement. The thought of going into this particular field may sound intimidating to many women, she concedes, but once you start it becomes easier. Edwards encourages women to look past the stereotype of the macho-man police officers that dominate TV and movies because the field holds a wealth of potential for women.

"There's a lot that women can offer in law enforcement—just the fact that we're more approachable, and we can de-escalate situations better instead of being aggressive all the time," says this nine-year veteran of the Greenville police department. "Women are strong, and they can do this job if they just open their eyes a little more." North Carolina needs more leaders like Edwards to encourage women to enter law enforcement; Edwards hopes those leaders will emerge from the community from which she draws her inspiration.

"I get really excited when there are little girls in the community who come up to me and say, 'A female officer? I wanna be like you when I grow up!' That just blows my mind and makes me smile from ear to ear," says Edwards.



Congratulations to Corporal Mike Broadwell for receiving the 2013 American Legion Officer of the Year Award



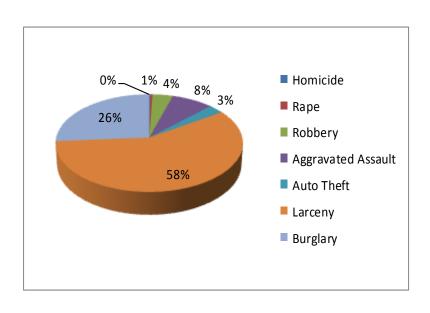
Congratulations to Lt. Nick Lucas for being named Law Enforcement Officer Of the Year by the Greenville-Pitt County Chamber of Commerce.

Annual Repor

Part I Crime Offenses 2013

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	2013
Homicide	2	0	0	0	1	1	1	1	0	0	0	1	7
Rape	0	1	2	0	2	0	4	2	3	4	1	1	20
Robbery	9	3	7	17	13	14	14	18	19	20	17	24	175
Aggravated Assault	25	13	22	41	31	40	26	26	25	23	42	38	352
Auto Theft	14	4	8	12	5	9	16	16	12	12	10	14	132
Larceny	181	132	166	175	206	230	212	247	202	277	277	268	2573
Burglary	101	59	86	96	111	88	109	104	76	112	91	124	1157
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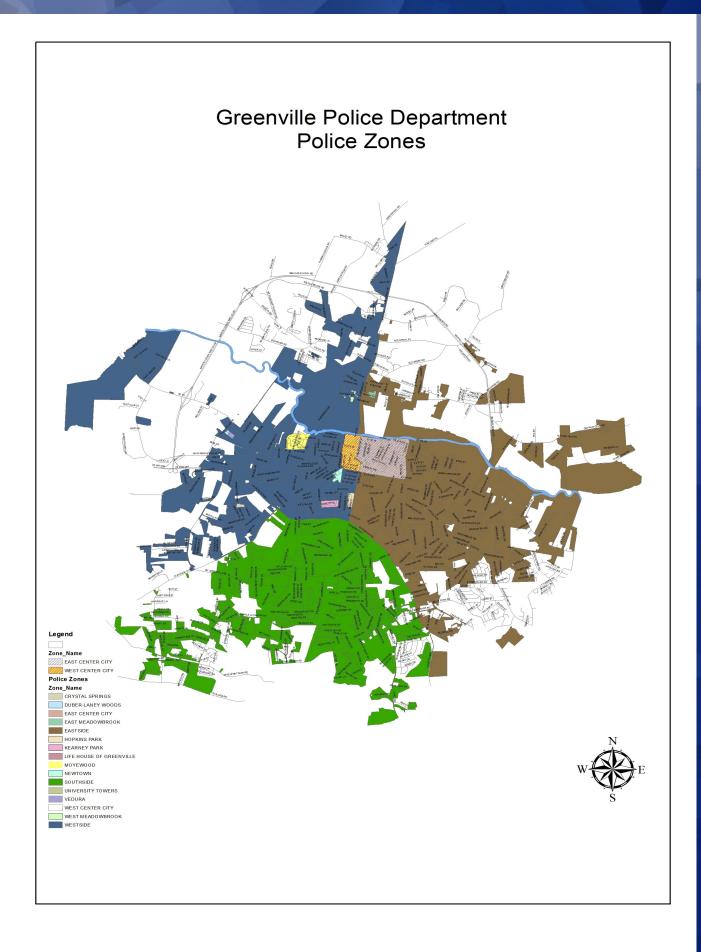
Totals: 332 212 291 341 369 382 382 414 337 448 438 470 **4416**



Five Year Crime Trend

	2009	2010	2011	2012	2013
Population	82,571	84,554	85,059	85,059	86,142
Violent Crimes	631	534	529	455	554
Property Crimes	5150	4601	3747	3833	3862
Total Crimes	5781	5135	4276	4288	4416
Calls for Service	N/A	88,960	82,742	87,599	92,338
Crime Rate per Thousand	70.01	60.73	50.27	50.41	51.26
Number of Authorized Sworn Personnel	179	188	187	187	184
Number Sworn per 1000 Population	2.17	2.22	2.20	2.20	2.14

Source: NC UCR Reports, Records Management System, City Planning Department



Crisis Intervention Team

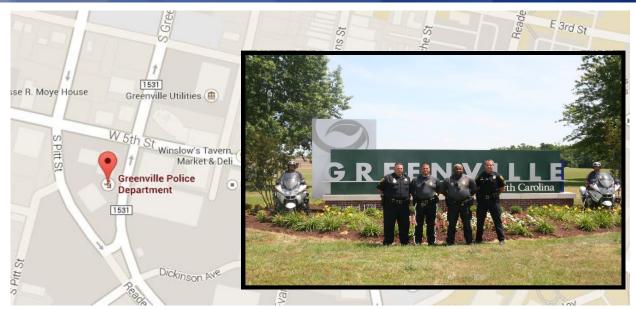
The Crisis Intervention Team (CIT) Model was first developed and implemented in 1988 by the Memphis, Tennessee Police Department. The team was developed to address the special challenges to law enforcement posed by persons with mental illness and to better serve the community. The CIT Model provides officers forty hours of training on various types of mental illnesses, medicines used in treatment, and de-escalation techniques used to aid individuals in a crisis. In Greenville, members of the department began using the CIT model in January 2007. The program started with just a handful of officers and has grown into over one hundred members of the department. Although the original focus of CIT was for patrol officers, the Greenville Police Department has taken CIT to a higher level by having Crisis Intervention Team trained Telecommunicators, Victim's Advocates, Administrative

Staff, Investigators, and Animal Control Officers.



CIT Instructors Lt. Carlton Williams and Corporal Cathy Williams

Keeping Our Streets Safe



We will improve the safety of our streets, highways, and sidewalks by addressing vehicular crashes and motor vehicle laws violations through education and enforcement. These efforts will be concentrated in high crash locations as indicated by data. In cooperation with traffic engineers, we will examine unsafe intersections and roadways in order to improve safety through design.

Top Ten Vehicle Crash Locations in 2013:

Memorial Drive and Arlington Boulevard Charles Boulevard and Fire Tower Road Greenville Boulevard and Evans Street Greenville Boulevard and Memorial Drive Arlington Boulevard and Hooker Road Arlington Boulevard and Fire Tower Road Arlington Boulevard and Stantonsburg Road Arlington Boulevard and Red Banks Road Charles Boulevard and East 10th Street Greenville Boulevard and East 10th Street

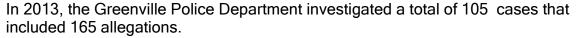
The number of vehicle crashes decreased from 5,502 in 2012 to 5,202 in 2013, a decrease of 5%. There were four fatal crashes, all of which were single vehicle. Alcohol was not a contributing factor in any of those fatalities.

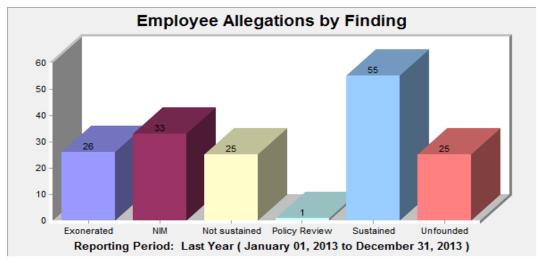
Sgt. Montanye continues to serve as the county coordinator with the Governor's Highway Safety Program. The Traffic Safety Unit was awarded fourteen radars from the Governor's Highway Safety Program, which played a significant role in the reduction of traffic crashes. Campaigns such as "Booze it and Lose It", "No Need to Speed", and "Click it or Ticket" continue. The Traffic Safety Unit hosted five multi-agency Driving While Impaired Checkpoints and numerous departmental license/seatbelt checkpoints.

Eight supervisors and two analysts received Data Driven Approaches to Crime and Traffic Safety (DDACTS) training in 2013, which is a Data Driven Approach to Crime and Traffic Safety. DDACTS ensures accountability and provides a dynamic, evidence-based problem-solving approach to crime and crashes. The application of high visibility traffic enforcement is proven to be an effective countermeasure that addresses both crime and crashes.

The Traffic Safety Unit assists with the Safe Teen curriculum, which allows law enforcement officers to teach part of the North Carolina Driver's Education Program. Several of the officers in the Traffic Safety Unit hold National Child Passenger Safety Certifications which allows them to teach the proper techniques of using appropriate child restraint systems.

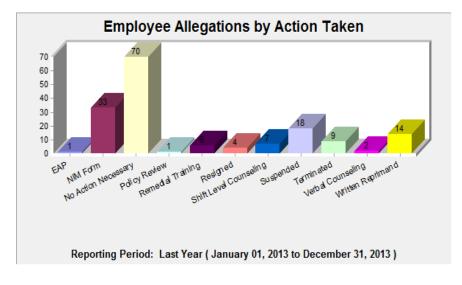
The Greenville Police Department promptly and thoroughly investigates all allegations of misconduct by its members, regardless of the source. All internal investigations are conducted fairly and impartially.





All cases were thoroughly investigated. The findings varied from sustained, unfounded, exonerated, not sustained, not involved, and policy review. Of the 105 incidents, 57 or 54.29% were initiated internally and 48, or 45.71% were from external citizen complaints.

The Chart below provides results or action taken in the 165 allegations in 2013.



^{** (}NIM) Non-investigative matter

GANG UNIT

The Gang Unit is a part of the Field Operations Bureau and is responsible for street level gang suppression and investigating gang-related crimes such as shootings, assaults, drug and weapons violations. The unit is also tasked with compiling and disseminating criminal intelligence relating to gang members to share internally and with other law enforcement agencies. The unit is staffed by one Corporal and five detectives.



In 2013, Gang Unit detectives launched "Operation GTA." This was a joint undercover enforcement campaign with the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF)

which targeted illegal firearms and narcotics sales by gang members and violent career criminals. The operation began in February and was completed in November. The operation resulted in the arrest of 73 gang members and violent career criminals. Approximately 11 of those individuals are being evaluated for prosecution on the federal level. 27 illegal firearms were seized along with a *vast* amount of illegal narcotics including heroin, cocaine, marijuana, illegal prescription pills, and Ecstasy.

In 2013, Gang Unit detectives also launched "Operation Pot' O Gold." This was a collaborative effort with the Pitt County Sheriff's Office to address illegal gaming machines within Pitt County. It began in November 2013 and culminated on January 7, 2014. Eight convenience stores that had illegal gaming machines were targeted inside the city limits. Search warrants were conducted at these stores with seventeen illegal gaming machines being seized along with two illegal firearms and approximately \$36,000.00 in U.S. Currency. Eleven arrest warrants were obtained and served in connection with this operation.

The Gang Unit educates the public on all aspects of gang culture through presentations to various civic groups, schools, and other public forums.



Code Enforcement

The Code Enforcement Division works to address neighborhood concerns such as minimum housing code violations, abandoned structures, weeded lots and other related city ordinance violations. The Code Enforcement Staff also works with neighborhood associations and other groups on neighborhood improvement strategies.

As part of an ongoing restructuring and reorganization of the Code Enforcement Division, Rawls Howard was hired as the Code Enforcement Division Director in 2013. Prior to Mr. Howard's hiring, the position was staffed by a Lieutenant. Rawls holds a Bachelor of Science degree with a double major in Geography and Urban

Planning from East Carolina University. He also holds a Master of Arts degree in Geography from Appalachian State University.

In 2013, the Code Enforcement Division investigated 6,804 cases, issued \$69,970 in liens, and demolished twelve abandoned or unsafe structures.





The Animal Control Unit is a full service civilian unit committed to professional public service to the citizens of Greenville and its animals and is recognized as a leader in the eastern part of the State as a highly professional group. Animal Control enforces the City's Animal Control Ordinances, educates the public on the proper care and responsibility of pets, investigates animal cruelty cases, animal bites, and vicious animals.

In 2013, the Animal Control Unit:



- Answered 7,303 calls for service
- Picked up 626 dogs and 475 cats
- ♣ Investigated 84 Animal Cruelty Cases
- Issued 34 Arrest Warrants
- Issued 196 Citations for Violations





The Greenville Police Department is committed to an open and honest relationship with the community.

Kristen Hunter was hired as the Greenville Police Department's Public Information Officer in December, 2013. She previously worked in the television news industry as a reporter and anchor. Hunter's experience in news has helped the Department maintain a close working relationship with the local media, as well as the community. From one fast-paced business to another during Hunter's first three weeks as PIO, she fielded questions from reporters about several armed rob-

beries, a homicide, a fatal hit and run, and an officer-involved shooting. A civilian employee, Hunter works closely with four sworn PIO's within the Department, who are also trained to talk with the media. Through social media, the Greenville Police Department has created an open line of communication and has given the general public access to information they've never had before. Our mission is to ensure that the community is informed with current and accurate information about the Greenville Police Department's activities, strategies and policies.

Although the Department has used Facebook as a communication tool for the last several years, we have recently turned our social media presence up a notch with the addition of both Twitter and Instagram pages.

Within three months, the Greenville Police Department was able to gain more than 5,000 new "followers" on social media and reach up to 30,000 page views in any given week. Some of our most popular posts involve community outreach and of course, our K-9's! Twitter and Facebook have also been instrumental in solving crimes. Tips from our followers led to several major arrests.

The Greenville Police Department is currently in the process of starting a "Twitter Town Hall" initiative. During scheduled time slots, members of the community will be able to log on to their computers and chat directly with a different officer each week. The Public Information Office is also working with local ECU students to produce a new recruitment video.

The Greenville Police Department believes transparency is key to building positive relationships with the Community and our media partners. We work to provide maximum disclosure, without jeopardizing investigations or violating the rights of individuals.





Crime Prevention through Environmental Design (CPTED)

Chief Aden accepts a gracious donation of \$5,000 from the Grainger Foundation to support the Crime Prevention through Environmental Design initiative.

Did you know that the layout of your neighborhood can affect the level of crime in your neighborhood?

Perpetrators of crime are attracted to areas and residences with low visibility. You can help make your neighborhood more safe in some simple ways,

such as improving lighting, keeping your hedges and bushes trimmed and keeping your neighborhood beautiful. There are now CPTED trained officers who can assess your neighborhood for suggestions to make your neighborhood more unattractive to prospective criminals. In 2013, 16 residential surveys were conducted based on re-

quests by the community. There were also 13 commercial properties where an assessment was completed. Contact the Greenville Police Department if you would like an assessment of your neighborhood or business.

Police Explorer Program

The Police Explorer Program was established in October of 2008. This program helps provide youth interaction with the police department. Our post meets bi-weekly and each meeting addresses law enforcement related subjects such as building searches, handcuffing, traffic stops and firearms. In 2013, post members began preparing for upcoming regional competitions to test these skills against other posts. Post members also participate in the Department's Ride-Along program allowing them to ride with police officers during their tour of duty. Members assisted the department with the July 4th celebration, in house recruiting fair, Halloween, and numerous PAL dances.

Community Watch / Civic Liaison Program

In 2013, the Department transitioned to a civic liaison program in order to have more effective community watch programs throughout the entire City. Each active community watch program was assigned a ranking officer to work one on one with their program. The Officer attends both their regularly scheduled meeting as well as any functions that the neighborhood sponsors. At the end of 2013, there were 25 officers assigned to 27 community watch groups throughout the City.



COPDOTS and Citizens On Patrol



On October 16, 2013, the Greenville On October 16, 2013, the Greenville Police Department announced a partnership with a company called Data Data. The comwith a company called Data Dots. The company markets a pen-like applicator that marks property with tiny identification numbers called "CopDots" that can be traced back to

the owner. The CopDots applicator releases a waterbased adhesive with thousands of microdots. Each dot holds the owner's personal identification number, which police can read with a magnifier. Owners can register their PIN with an online database that can be updated if a product is sold or given to another person. Once registered, law enforcement can access the information and identify property owners just by looking up the PIN. When CopDots are seen under a "reader", the rightful owner can be identified, property returned, and the thief sent to jail. The pen can mark about 50 items, including power tools, electronics, bicycles and cameras. The Greenville Police Department is among the first law enforcement agencies in North Carolina to recognize the value in this crime fighting technology. Take the time to mark your personal assets and protect your property. CopDots are available for purchase at Lowes Home Improvement.

Citizens on Patrol



Citizens on Patrol (COPs) is made up of volunteers and graduates from the Citizen's Police Academy. Throughout 2013, the COP unit completed vacation house checks and assisted as needed with traffic control for emergency and special events. COP units also enforced handicapped parking and cited violators. Additionally, they assisted in-house with completing fingerprint requests for the general public. We appreciate our volunteers.

Annual Report



In 2013 the Greenville Police
Department held its seventh Police Athletic
League Summer Camp. The summer
camp consisted of four camps serving 120
youth ages 5-13 from the Greenville area.
The camps were held at Lake Forest
Elementary School and South Greenville
Recreation Center. The staff consisted of a
PAL Police Officer, School Resources
Officers and civilian PAL staff - all whom
interacted with the youth on a daily basis
during the eight week camp. While
attending the PAL summer camp, the kids

received police presentations, a weekly trip to Carver Library, journal time, worked on arts and crafts projects, and attended educational field trips in and outside of Greenville. At the end of the camp, there was a group cook-out that brought all camps together.

During the school year, PAL was fortunate to host 75 students, grades K - 8, through the After-School Program. This was PAL's seventh year hosting an After -School Program at Eppes and South Greenville Recreation Center. During the program the students were able to work on their homework, complete arts and craft activities, participate in Recreation and Parks flag football and basketball, and interact with PAL staff



and officers who led group games and helped them with homework. On early release days, the students were rewarded for their good behavior by attending out of town field trips.

In August, the Noon Rotary Club invited PAL to host the fourth PAL Back to School Shop with a Cop. This event gave 25 PAL kids and five kids from The Salvation Army the

opportunity to shop for their own back to school clothes. GPD officers participated in this event to shop with the kids to make sure that each child chose the correct size and styles for their respective schools.

PAL Football had four teams ranging in age from 6 to 15. For the last three years we have played in the Coastal Carolina American Youth Football League which is affiliated with American Youth Football, the largest youth football organization in the United States. Our 12 and under team were Super Bowl Champs for the third sea-



son in a row. Coaching staff are members of local law enforcement and volunteers.

VOLUNTEERS

Adopt-A- School

In 2013, the Patrol Division began mentoring youth at schools in their patrol areas. The idea was so successful, the Adopt-A-School Program was added to our Strategic Plan as a formalized program in 2014 with the assignment of officers to each school within the city limits.







Law Enforcement Torch Run

The North Carolina Law Enforcement Torch Run for Special Olympics unites officers from law enforcement agencies across the State in an effort to raise funds and awareness for Special Olympics North Carolina. Each May, Greenville Police Officers partner with athletes from Pitt County Special Olympics to run the Flame of Hope through Greenville as part of the Torch Run Relay. The 2,000 mile 15-day Torch Run Relay involves more than 2,500 law enforcement agencies across North Carolina.

As part of our Special Olympics fundraising efforts, the Greenville Police Department hosted a Polar Plunge. In 2013, the Polar Plunge event raised more than \$6,000 for Special Olympics North Carolina. Each Summer, the Greenville Police Department partners with Chick-Fil-A to host a 'Cops-on-Top' building sit. Officers and customers enjoy some good-natured fun to raise funds and awareness for Special Olympics North Carolina. In 2013, the Cops-on-Top event raised more than \$2,700. New for 2013 was the Cupid's Crawl 5k / 10k which raised more than \$2,500 and our ECU Season Ticket Raffle raised more than \$6,000.

In 2013, officers from the Greenville Police Department collectively raised more than \$19,000 to benefit Special Olympics.

Anyone interested in helping or contributing to the Law Enforcement Torch Run can contact Captain Robert A. Williams, at 252-329-4382. You can also email Captain Williams at rwilliams@greenvillenc.gov.





Join Our Team

With a focus on community-oriented policing, our team utilizes both traditional and new methods of crime prevention and suppression.

In 2013, we hosted our first Open House Event. Participants had the opportunity to learn about law enforcement first hand from our police officers through question and answer panels, tours of the department, a display of our specialty vehicles, K-9 and

Taser demonstrations; some even sampled our physical agility test.



The Greenville Police Department offers interesting and rewarding careers for Police Officers. The Department offers excellent training, compensation and fringe benefits; including career development, and promotional opportunities. As an accredited agency, we are at the forefront in law enforcement and service delivery.

Probationary police officers receive a minimum of sixteen (16) weeks of field

training followed by an assignment to one of four platoons within the Field Operations Division. Patrol officers are responsible for the prevention of crime, investigation of offenses, and apprehension of violators. Police officers must also respond to automobile crashes, crimes in progress and other emergency situations. Good judgment is required, along with an initiative to handle both routine and complex problems. Currently 184 full-time sworn officers, assisted by reserve officers, serve the City of Greenville. With a focus on community-oriented policing, our team utilizes both traditional and new methods of crime prevention and suppression. Employment at the Greenville Police Department requires an ability to interact positively with the community in order to engage and enlist valuable support .



Greenville Police Department

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